## ORDER

Orders Order / Rev: 摩 101884 Alt Order #: 06815345 Product Desc: **OCEGUERA 4 CONGRESS** Estimate: 1184 Flight Dates: 09/25/12 - 10/01/12 Primary AE: Original Date / Rev: 05/21/12 / 10/01/12 Sales Office: Order Type: **GENERAL** Sales Region:



Amy McCreary **BLPHI** 

Cash

15%

Broadcast

EOM/EOC

00:05:00

National

Agency Name:

**Buying Contact:** Billing Contact:

GMMB, Inc./ Washington D.C.

Washington Harbor Washington, DC 20007

Agency Commission:

Coved

Advertiser

Name:

Priority:

Demographic:

**Product Codes:** 

Revenue Codes:

\*Oceguera for Congress

A35+ PLC02

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Billing Type:

Billing Cycle:

Billing Calendar:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date		# Spots	Gross Amount	Net Amount			
08/27/12	09/30/12	28	\$20,870.00	\$17,739.50			
10/01/12	10/01/12	7	\$8,425.00	\$7,161.25			

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$20,870.00	\$17,739.50	0,00
October 2012	7	\$8,425.00	\$7,161.25	0.00
Totals	35	\$29,295.00	\$24,900.75	0.00

## **Account Executives**

Start Date

End Date

<u>Weekdays</u>

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Spots/Week

Order Share	Share	Total			
KSNV	20%	\$29,295.00			
Market	100%	\$146 475 00			

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,083.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,759.75
KTUD	1%	\$1,464.75
KVVU	22%	\$32,224.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,647.50

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type S	pots	Amount
•	E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/W	а@М	5-6a	MTWTF	:30	2	\$325.001	0.00 NM	2	\$625.00
					M-F 5-6a WakeUp w/W	/agners								
		WAKE (	JP WITH 1	THE WAGI	NERS							ł		

Rating

<u>Rate</u>

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 Order / Rev:
 101884
 Advertiser:
 Oceguera for Congress

 Alt Order #:
 06815345
 Product Desc:
 OCEGUERA 4 CONGRESS
 KSNV

 Flight Dates:
 09/25/12 - 10/01/12
 Estimate:
 1184

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type  E 1 KSNV 09/25/12 10/01/12 M-F 5-6a WakeUp w/Wa@M 5-6a MTWTF :30 2 \$325.001 0.00 NM	Spots 2	\$625.00
M-F 5-6a WakeUp w/Wagners	2	φ025,0Q
WAKE UP WITH THE WAGNERS		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF 2 \$325.00 0.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		
1 KSNV 09/25/12-10/01/12 M-F 5-6a WakeUp w/Wagner5-6a MTWThF :30 \$300.00 0.00 NM		
2 KSNV 09/25/12-10/01/12 M-F 5-6a WakeUp w/Wagner5-6a MTWThF :30 (\$325-00) 0.00 NM		
See MG 1.3 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
3 KSNV 09/25/12-09/28/12 M-F 5-6a WakeUp w/Wagner5-6a -TwThF :30 \$325.00 0.00 NM		
⊕ MG for 1.2 09/27		
[Revised Rate to Reinstate]	0	<b>#0</b> 000 00
E 2 KSNV 09/25/12 10/01/12 M-F 6-7a WakeUp w/Wa@M 6-7a MTWTF :30 3 \$650.001 0.00 NM M-F 6-7a WakeUp w/Wagners	3	\$2,000.00
WAKE UP WITH THE WAGNERS		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF 3 \$650.00 0.00		
Week: 09/25/12   10/01/12   MTWTF   3   \$650.00   0.00     Spot   Ch   Date Range   Description   Start/End Time   Weekdays   Length   Rate   Rtg   Type		
2 KSNV 09/25/12-10/01/12 M-F 6-7a WakeUp w/Wagner6-7a MTWThF :30 \$700.00 0.00 NM		
E 3 KSNV 09/25/12 10/01/12 Today Show CM 658a-9am MTWTF :30 3 \$850.001 0.00 NM	3	\$2,300.00
Today Show TODAY SHOW		
Start Date		
Week: 09/25/12 10/01/12 MTWTF 3 \$850.00 0.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 09/25/12-10/01/12 Today Show 658a-9am MTWThF :30 \$600.00 0.00 NM		
E 4 KSNV 09/29/12 09/29/12 SIGN ON-SIGN OFF CM 5a-459aS- :30 1 \$225.003 0.00 NM	1	\$225.00
ROS (5:00 AM-6:00 AM)	•	Ψ220.00
SATURDAY TODAY		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/24/12 09/30/12S- 1 \$225.00 0.00		
E 7 KSNV 09/25/12 10/01/12 M-F Today Show II 3rd H0M 9-10a MTWTF :30 1 \$350.001 0.00 NM	1	\$350.00
M-F Today Show !!		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
TODAY SHOW II		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 09/25/12 10/01/12 MTWTF 1 \$350.00 0.00		
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>		
2 KSNV 09/25/12-10/01/12 M-F Today Show II 3rd Hr 9-10a MTWThF :30 <del>(\$350.00)</del> 0.00 NM		
See MG 7.3 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
3"KSNV"09/25/12*09/28/12*M=F=Today Show H*3rd-Hr==9=10a" = TwThF==== :30 \$350:00 0:00 NM	<u> </u>	
MG for 7,2 09/26 [NOT AVAILABLE RATE] NOT AVAILABLE RATE		
E 8 KSNV 09/25/12 10/01/12 M-F Today Show III 4th ISM 10am-11am MTWTF :30 2 \$325.001 0.00 NM	2	\$650.00
Today 4th Hour	2	ψυσυ.συ
TODAY SHOW III		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 MTWTF 2 \$325.00 0.00		
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**KSNV** 

Order / Rev:

101884

Advertiser:

Oceguera for Congress

Alt Order #:

06815345

Product Desc:

**OCEGUERA 4 CONGRESS** 

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1184

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount E 8 KSNV 09/25/12 10/01/12 M-F Today Show III 4th IBM 10am-11am MTWTF--:30 \$325.001 0.00 NM \$650.00 Today 4th Hour TODAY SHOW III Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF--\$325.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtq Type 1 K\$NV 09/25/12-10/01/12 M-F Today Show III 4th Hr 10am-11am MTWTh F----:30 (\$325.00) 0.00 NM See MG 8 3 8 4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 09/25/12-10/01/12 M-F Today Show III 4th Hr MTWThF----(\$325.00) 0.00 NM 10am-11am :30 See MG 8.3.8.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 09/25/12-09/28/12 M-F Today Show III 4th Hr -TWThF----:30 \$325.00 0.00 NM 10am-11am MG for 8.2,8.1 [Revised Rate to Reinstate] 4 KSNV 09/25/12-09/28/12 M-F Today Show III 4th Hr 10am-11am ~TWThF~~~-:30 \$325.00 0.00 NM MG for 8.2,8.1 [Revised Rate to Reinstate] E 10 KSNV 09/30/12 09/30/12 News 3 Today Wknd CM 9a-930am \_\_\_\_\_ :30 \$175.003 0.00 NM 1 \$175.00 News 3 Today NEWS 3 TODAY/WKEND Start Date End Date Weekdays Spots/Week Rate Rating ----S Week: 09/24/12 09/30/12 \$175.00 0.00 E 11 KSNV 09/25/12 10/01/12 Dr. Phil CM 3-4p MTWTF--:30 3 \$450.001 0.00 NM \$1,350.00 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF--3 \$450.00 0.00 E 12 KSNV 09/25/12 10/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 \$600.001 0.00 NM \$1,200,00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Start Date End Date **Weekdays** Spots/Week Rate Rating MTWTF--Week: 09/25/12 10/01/12 \$600.00 0,00 E 13 KSNV 09/25/12 10/01/12 NEWS 3 at 4 (1 HOUR)CM MTWTF--\$700.001 0.00 NM 4-5pm .30 2 2 \$1,425.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Weekdays Start Date End Date Spots/Week Rating Rate 10/01/12 MTWTF--\$700.00 0.00 Week: 09/25/12 2 Weekdays Start/End Time Length Rate Rtg Type Spot Ch Date Range Description 1 KSNV 09/25/12-10/01/12 NEWS 3 at 4 (1 HOUR) (4:30 PM-5:00 PMTWThF----4-5pm :30 \$725.00 0.00 NM E 14 KSNV 09/25/12 10/01/12 M-F Early News CM :30 4 \$1,000.001 0.00 NM 5-630p MTWTF~ \$3,900.00 M=F=Early=News **EARLY NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTE--4 \$1,000.00 0.00 Start/End Time Ch Date Range Description Weekdays Length Rate Rtg Type 2 KSNV 09/25/12-10/01/12 M-F Early News 5-630p MTWThE-:30 \$900.00 0.00 NM E 15 KSNV 09/25/12 10/01/12 M-F Jeopardy CM 630-7pm MTWTF--:30 1 \$1,000,001 0.00 NM \$1,000.00 M-F Jeopardy **JEOPARDY** <u>Weekdays</u> Spots/Week **End Date** Rating Start Date Rate Week: 09/25/12 10/01/12 MTWTF--1 \$1,000.00 0.00 Start/End Time Spot Ch Date Range Description **Weekdays Length** Rate Rtg Type 630-7pm MTWThF----:30(\$1,000.00) 0.00 NM 1 KSNV 09/25/12-10/01/12 M-F Jeopardy See MG 15.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 09/25/12-09/28/12 M-F Jeopardy 630-7pm -TWThF----:30 \$1,000.00 0.00 NM (fi) MG for 15.1 09/28 [Revised Rate to Reinstate] E 19 KSNV 09/25/12 09/25/12 Tues PR 10-11p 10-11pm :30 1 \$3,200.001 MN 00,0 \$3,200.00 Tuesday Prime 10-11pm

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**KSNV** 

Order / Rev: 101884

Advertiser:

Oceguera for Congress

Alt Order #: Flight Dates:

06815345 09/25/12 - 10/01/12 Product Desc:

OCEGUERA 4 CONGRESS

Estimate:

1184

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount PARENTHOOD Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating -T----0.00 09/30/12 1 \$3,200.00 Week: 09/24/12 Description Start/End Time Lenath Rate Rtg Type Ch Date Range Weekdays Spot 1 KSNV 09/24/12-09/30/12 Tues PR 10-11p 10-11pm :30(\$3,200,00) 0.00 NM See MG 19.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 09/25/12-09/25/12 Tues PR 10-11p 10-11pm :30 \$3,200.00 0.00 NM MG for 19.1 09/25 [Revised Rate to Reinstate] E 20 KSNV 09/28/12 09/28/12 Fri PR 9-10p CM 9-10pm ---E--·30 \$2,600,001 0.00 NM \$2,600.00 Friday Prime 9-10pm GRIMM Start Date End Date Weekdays Spots/Week Rate Rating 1 \$2,600.00 ---F--0.00 Week: 09/24/12 09/30/12 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot :30(\$2,600.00) 0.00 NM 1 KSNV 09/24/12-09/30/12 Fri PR 9-10p 9-10pm ---- F----See MG 20.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE :30 \$2,600.00 0.00 NM 2 KSNV 09/28/12-09/28/12 Fri PR 9-10p 9-10pm MG for 20.1 09/28 [Revised Rate to Reinstate] E 21 KSNV 09/25/12 10/01/12 M-F News 3 at Eleven CM 11pm-1135pm 2 \$1,100.001 0.00 NM \$2,300.00 MTWTF--.30 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date Weekdays Spots/Week Rate Rating MTWTF-~ 0.00 Week: 09/25/12 10/01/12 2 \$1,100.00 Start/End Time Rate Rtg Type Description Weekdays Ch Date Range Length :30 \$1,200.00 0.00 NM 1 KSNV 09/25/12-10/01/12 M-F News 3 at Eleven 11pm-1135pm MTWThF----E 22 KSNV 09/25/12 10/01/12 The Tonight Show CM 1135p-1237a MTWTF--:30 \$425.001 0.00 NM \$425.00 **Tonight Show** TONIGHT SHOW W/ JAY LENO End Date Start Date Weekdays Spots/Week Rating Rate Week: 09/25/12 10/01/12 MTWTF--1 \$425.00 0.00 Start/End Time Spot Ch Date Range Description Weekdays Length Rate Rtg Type 1 KSNV 09/25/12-10/01/12 The Tonight Show 1135p-1237a MTWThF----:30 (\$425.00) 0.00 NM See MG 22 2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE -TWThF----2 KSNV 09/25/12-09/28/12 The Tonight Show 1135p-1237a :30 \$425.00 0.00 NM (f) MG for 22.1 09/25 [Revised Rate to Reinstate] N-23-KSNV-09/25/42-09/28/42-M-F-Wheel-\_\_\_CM\_\_\_\_7\_730pm\_\_\_ TWT-France -1--\$1-000,001= -0.00-NM \$1,000,00 M-F Wheel of Fortune Rating Weekdays Start Date **End Date** Spots/Week Rate 09/30/12 -TWTF--\$1,000.00 0.00 Week: 09/24/12 7-730pm Wknd Wheel of Fortune CM :30 \$500.001 0.00 NM \$500.00 N 24 KSNV 09/29/12 09/29/12 SAT/ Wheel of Fortune Start Date End Date Weekdays Spots/Week Rate Rating 09/30/12 ----S-\$500.00 Week: 09/24/12 0.00 :30 \$4.000.00 N 25 KSNV 10/01/12 10/01/12 Mon PR 8-10p CM M----\$4,000,001 0.00 NM 8-10pm Monday Prime 8-10pm Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/01/12 10/07/12 \$4,000,00 0,00 \$40.003 \$40.00 N 26 KSNV 09/25/12 09/28/12 Last Call w/Carson Daly CM 136-205am -TWTF--:30 MM 00.0 Last Call w/Carson Daly Spots/Week Rating Start Date End Date Weekdays Rate 09/30/12 -TWTF--\$40.00 0.00 Week: 09/24/12 :30 \$30.003 0.00 NM \$30.00 KSNV 09/29/12 09/29/12 Open House NYC CM 130-330am ----S 1 Open House NYC Weekdays Spots/Week Rating Start Date End Date Rate 0.00 Week; 09/24/12 09/30/12 \$30.00

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 101884
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 OCEGUERA 4 CONGRESS
 KSNV

 Flight Dates:
 09/25/12 - 10/01/12
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 1184

**Inventory Code** Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount N 27 KSNV 09/29/12 09/29/12 Open House NYC 130-330am :30 \$30.003 \$30.00 CM ----S-0.00 NM Open House NYC Spots/Week Rating Start Date End Date Weekdays Rate ----S-Week: 09/24/12 09/30/12 \$30.00 0.00 Spot Ch Date Range **Description** Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type 1 KSNV 09/24/12-09/30/12 Open House NYC 130-330am -----Sa--:30 \$30.00 0.00 NM

Totals 35 \$29,295.00